

Index, Volume XI, 1968-1969

Index to Titles

- A Capital Market Plan for the Urban Areas*, by Lawrence S. Ritter, No. 4, p. 37.
- A Hidden Issue in Minority Employment*, by Richard A. Goodman, No. 4, p. 27.
- A Second Breakthrough in Organization Development*, by Robert R. Blake, Jane S. Mouton, Richard L. Sloma, and Barbara Peek Loftin, No. 2, p. 73.
- Absolutism in the Realm of Uncertainty*, by Charles A. Bliss, No. 3, p. 35.
- An Executive Looks at—Marketing in the Money Card Society*, by Lawrence Chait, No. 1, p. 3.
- An Executive Looks at—Perspective 31,000 Feet Up*, by Jack O. Vance, No. 2, p. 3.
- An Executive Looks at—The Corporate Will*, by George Sherman, No. 3, p. 3.
- Business and the Black Revolt*, by Victor Palmieri, No. 4, p. 31.
- Business and the Mexican-American Community*, by Frederick D. Sturdivant, No. 3, p. 73.
- Business and the Urban Scene*, by Fred E. Case, No. 4, p. 3.
- Corporate Objective and Marketing Aim: What is the Relationship?*, by Norton Paley, No. 2, p. 59.
- DEMON: A Management Model for Marketing New Products*, by A. Charnes, W. W. Cooper, J. K. Devoe, and D. B. Learner, No. 1, p. 31.
- Educating Potential Managers About the Computer*, by Daniel Couger, No. 1, p. 47.
- Evaluation of Trade Show Exhibitions*, by James M. Carman, No. 2, p. 35.
- Executives' Wives—The Need for a Positive, Company-Sponsored Approach*, by Barry Kimmelman, No. 3, p. 7.
- Financial Myopia*, by Alan J. Zakon and Bruce D. Henderson, No. 2, p. 87.
- Financial Reporting for Conglomerates: An Economic Analysis*, by Joe J. Cramer, Jr., and Thomas Iwand, No. 3, p. 25.
- Hoffa*, by John Hutchinson, No. 4, p. 79.
- How Effective is Foreign Aid?* by Stahl W. Edmunds, No. 1, p. 13.
- Individualism in Management*, by Alan N. Schoonmaker, No. 2, p. 9.
- Industrial Revenue Bonds: A Source of Long-Term Financing*, by Surendra S. Singhvi and John G. Slamka, No. 3, p. 53.
- Industrialization in Hong Kong*, by H. Sutu, No. 1, p. 85.
- Innovation in Marketing: An Organizational Behavior Perspective*, by Kenneth E. Knight and Yoram Wind, No. 1, p. 67.
- Management Models for a Retirement Community*, by Gilbert B. Siegel and William B. Storm, No. 1, p. 59.
- Manpower Developments and Requirements in Our New Service Economy*, by Paul Prasow, No. 1, p. 91.
- Measuring the Situational Nature of Management*, by Howard M. Carlisle, No. 2, p. 45.
- Production Planning in a Multiplant System*, by Elliot Schrier, No. 4, p. 69.
- Reorganize the Personnel Department?* by Stanley L. Sokolik, No. 3, p. 43.
- Role Analysis Technique in Job Descriptions*, by Ishwar Dayal, No. 4, p. 47.
- Self-Concealment and Self-Disclosure in Two Group Contexts*, by Daphne E. Bugental, Robert Tannenbaum, and H. Kenneth Bobele, No. 2, p. 23.
- Simulating a Cash Budget*, by Eugene M. Lerner, No. 2, p. 79.
- Space Employment in Los Angeles: A Declining Role in the Aerospace Industry?*, by Mary A. Holman and Ronald M. Konkel, No. 1, p. 23.
- Stock Repurchase: Financial Issues*, by George H. Zwerdling, No. 2, p. 29.
- The Changing Nature of Compensation Administration*, by D. W. Belcher, No. 4, p. 89.
- The Characteristics and Work Adjustment of Engineering Technicians*, by Archie Kleingartner, No. 3, p. 89.
- The Economics of Airport Use, Congestion and Safety*, by Jora R. Minasian and Ross D. Eckert, No. 3, p. 11.
- The General Manager of the Future*, by H. Igor Ansoff and R. G. Brandenburg, No. 3, p. 61.
- The Negro in Aerospace Work*, by Herbert R. Northrup, No. 4, p. 11.
- The Origin and History of Program Budgeting*, by David Novick, No. 1, p. 7.
- The Role of Generalization in the Marketing of Consumer Goods*, by Joe Kent Kerby, No. 2, p. 65.
- The Systems Approach to Business Organization and Decision Making*, by Robert J. Mockler, No. 2, p. 53.
- The Theory of Financial Leverage and Conglomerate Mergers*, by Edward F. Renshaw, No. 1, p. 79.
- The Twilight of the Mechanical Technology*, by Louis Fried, No. 4, p. 63.
- The Universities' Commitment to Contemporary Problems*, by Charles J. Hitch, No. 4, p. 4.
- Toward a General Theory of Motivation and Performance*, by Kae H. Chung, No. 3, p. 81.
- Upgrading Impressions of the Military-Industry Complex*, by A. E. Lieberman, No. 4, p. 51.
- Urban Unrest—Whose Problem is It?* by L. W. Moore, No. 4, p. 7.
- Who Knows the Corporation President?* by Theodore V. Purcell, No. 2, p. 6.

Index to Authors

- Ansoff, H. Igor, and R. G. Brandenburg, *The General Manager of the Future*, No. 3, p. 61.
- Belcher, D. W., *The Changing Nature of Compensation Administration*, No. 4, p. 89.
- Blake, Robert R., Jane S. Mouton, Richard Sloma, and Barbara Peek Loftin, *A Second Breakthrough in Organization Development*, No. 2, p. 73.
- Bliss, Charles A., *Absolutism in the Realm of Uncertainty*, No. 3, p. 35.
- Bugental, Daphne, Robert Tannenbaum, and H. Kenneth Bobele, *Self-Concealment and Self-Disclosure in Two Group Contexts*, No. 2, p. 23.
- Carlisle, Howard M., *Measuring the Situational Nature of Management*, No. 2, p. 45.
- Carman, James M., *Evaluation of Trade Show Exhibitions*, No. 2, p. 35.
- Case, Fred E., *Business and the Urban Scene*, No. 4, p. 3.
- Chait, Lawrence, *An Executive Looks at—Marketing in the Money Card Society*, No. 1, p. 3.
- Charnes, A., W. W. Cooper, J. K. Devoe, and D. B. Learner, *DEMON: A Management Model for Marketing New Products*, No. 1, p. 31.
- Chung, Kae H., *Toward a General Theory of Motivation and Performance*, No. 3, p. 81.
- Couger, Daniel, *Educating Potential Managers About the Computer*, No. 1, p. 47.
- Cramer, Joe J., Jr., and Thomas Iwand, *Financial Reporting for Conglomerates: An Economic Analysis*, No. 3, p. 25.
- Dayal, Ishwar, *Role Analysis Technique in Job Descriptions*, No. 4, p. 47.
- Edmunds, Stahl W., *How Effective is Foreign Aid?*, No. 1, p. 13.
- Fried, Louis, *The Twilight of the Mechanical Technology*, No. 4, p. 63.
- Goodman, Richard A., *A Hidden Issue in Minority Employment*, No. 4, p. 27.
- Hitch, Charles J., *The Universities' Commitment to Contemporary Problems*, No. 4, p. 4.
- Holman, Mary A., and Ronald M. Konkel, *Space Employment in Los Angeles: A Declining Role in the Aerospace Industry?*, No. 1, p. 23.
- Hutchinson, John, *Hoffa*, No. 4, p. 79.
- Kerby, Joe Kent, *The Role of Generalization in the Marketing of Consumer Goods*, No. 2, p. 65.
- Kimmelman, Barry, *Executives' Wives—The Need for a Positive, Company-Sponsored Approach*, No. 3, p. 7.
- Kleingartner, Archie, *The Characteristics and Work Adjustment of Engineering Technicians*, No. 3, p. 89.
- Knight, Kenneth E., and Yoram Wind, *Innovation in Marketing: An Organizational Behavior Perspective*, No. 1, p. 67.
- Lerner, Eugene M., *Simulating a Cash Budget*, No. 2, p. 79.
- Lieberman, A. E., *Updating Impressions of the Military-Industry Complex*, No. 4, p. 51.
- Minasian, Jora R., and Ross D. Eckert, *The Economics of Airport Use, Congestion, and Safety*, No. 3, p. 11.
- Mockler, Robert J., *The Systems Approach to Business Organization and Decision Making*, No. 2, p. 53.
- Moore, L. W., *Urban Unrest—Whose Problem is It?*, No. 4, p. 7.
- Northrup, Herbert R., *The Negro in Aerospace Work*, No. 4, p. 11.
- Novick, David, *The Origin and History of Program Budgeting*, No. 1, p. 7.
- Paley, Norton, *Corporate Objective and Marketing Aim: What is the Relationship?*, No. 2, p. 59.
- Palmieri, Victor, *Business and the Black Revolt*, No. 4, p. 31.
- Prasow, Paul, *Manpower Developments and Requirements in Our New Service Economy*, No. 1, p. 91.
- Purcell, Theodore V., *Who Knows the Corporate President?*, No. 2, p. 6.
- Renshaw, Edward F., *The Theory of Financial Leverage and Conglomerate Mergers*, No. 1, p. 79.
- Ritter, Lawrence S., *A Capital Market Plan for the Urban Areas*, No. 4, p. 37.
- Schoonmaker, Alan N., *Individualism in Management*, No. 2, p. 9.
- Schrier, Elliot, *Production Planning in a Multiplant System*, No. 4, p. 69.
- Sherman, George, *An Executive Looks At—The Corporate Will*, No. 3, p. 3.
- Siegel, Gilbert B., and William B. Storm, *Management Models for a Retirement Community*, No. 1, p. 59.
- Singhvi, Surendra S., and John C. Slamka, *Industrial Revenue Bonds: A Source of Long-Term Financing*, No. 3, p. 53.
- Sokolik, Stanley, *Reorganize the Personnel Department?*, No. 3, p. 43.
- Sturdivant, Frederick D., *Business and the Mexican-American Community*, No. 3, p. 73.
- Sutu, H., *Industrialization in Hong Kong*, No. 1, p. 85.
- Vance, Jack O., *An Executive Looks At—Perspective 31,000 Feet Up*, No. 2, p. 3.
- Zakon, Alan, and Bruce D. Henderson, *Financial Myopia*, No. 2, p. 87.
- Zwerdling, George H., *Stock Repurchase: Financial Issues*, No. 2, p. 29.

